

PETER MERCANTI

From Beginning To Beginning

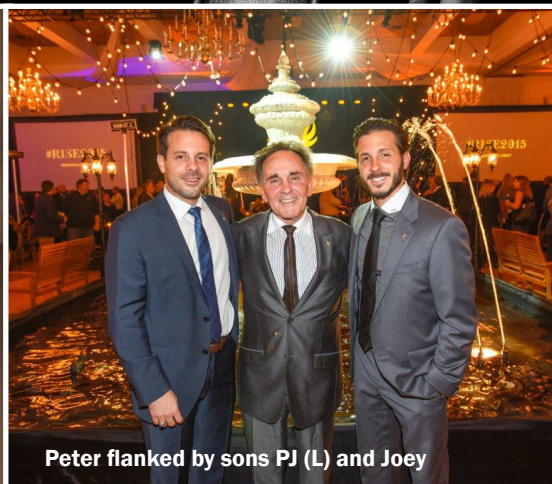
Peter Mercanti, embarking on a new adventure



The Iconic Carmen's Banquet Centre: Hamilton's prime destination for more than 3 decades.



The Mercanti brothers: from left; Sam, Morris and Peter



Peter flanked by sons PJ (L) and Joey

For Peter Mercanti it all started in Abruzzo Italy, the second born to Giuseppe and Iolanda Mercanti. Traditionally the people of Abruzzo have been known for their kindness and exquisite cuisine, hence Peter's passion for people and food.

Giuseppe Mercanti and Iolanda Mancini were born and raised in Abruzzo where the two families farmed the land on a share-cropping basis, it was here where Giuseppe fell in love with his beloved Iolanda. After a short eight month engagement, Giuseppe and Iolanda were married, September 14, 1946.

It was not long before Giuseppe and Iolanda started thinking of having a family of their own. One year exactly after their wedding Iolanda gave birth to their first child, a boy, Sam. Two years later they were blessed with a second boy, Peter, and then three years later, their third son Morris Mercanti.

Giuseppe and Iolanda had an uncle, Eugenio who immigrated to Canada and settled in Hamilton, Ontario. Giuseppe and Iolanda decided they would like to immigrate to Canada too. With the help of their Uncle Eugenio the Mercanti family set sail on March 21, 1956 aboard the

Vulcania from Napoli. On April 12, 1956 the Mercanti family arrived in Halifax, Nova Scotia. From there Giuseppe, Iolanda and their three sons took a two day train ride to Hamilton Ontario, where they settled. Four years after settling in Hamilton, Giuseppe and Iolanda welcomed into the family their first and only daughter Rosanna Mercanti.

The 70's was when the legacy of Peter Mercanti began, when Peter met his mentor, Pasquale (Pat)

Paletta, a hardworking man with unique business savvy. Pat gave Peter his first job in the food industry and inspired him to be great and do great things. On April 18, 1970 Peter married his love, a beautiful young lady, Gabriella Ferneti. Over the years Peter and Gabriella welcomed into their family, three wonderful children. First was their beautiful daughter Daniela, several years later came their first son, Peter (PJ) and then shortly thereafter a second son, Joseph (Joey).

In 1978 the Mercanti brothers (Sam, Peter and Morris) in partnership with their Uncle Carmen Mancini and Tony DePaulo, opened an Italian Style Bakery on Concession Street in Hamilton, called Carmen's Bakery, which ran for about a decade.

The 80's was the next phase in Peter Mercanti's story. With the help of his brothers Peter, Sam and Morris, branched out with their own building, the iconic Carmen's Banquet and Convention Centre, located on Stone Church Road

East, Hamilton. A 38,000 square foot facility that would one day be host to Prime Ministers, past American Presidents, Academy Award winning Entertainers and most importantly making dreams a reality for many a blushing bride.

The 90's brought forth the birth of Carmen's Piazza on Anchor Road in Hamilton, a boutique venue with three quaint event spaces. From this location the Mercanti brothers catered to many off premise locations, RBG,

Warplane Heritage Museum, The Hamilton Spectator, Beverly Golf Country Club, King's Forest Golf Course, Chedoke Civic Golf Course, Heron Point Golf Course and the Holiday Inn Oakville.

The 2000's a millennial milestone for Peter and his family. Peter Mercanti with great pride introduces his son's PJ and Joey to the business in 2004 and in 2010 Carmen's secures the exclusive rights to operate the Lakeview ballroom at Confederation Park. Carmen's also welcomes Al Pacino to Hamilton, an event that raised \$150,000 for the Good Shepherd Centre. 2011 Peter Mercanti receives the Hamilton Distinguished Citizen of the Year Award and opens the doors to the Best Western Premier C-Hotel by Carmen's a boutique hotel with 52 spacious rooms, featuring two banquet rooms, roof top terrace and the Baci Ristorante.

2012 the Mercanti brothers, Sam, Peter and Morris are inducted into the Hamilton Gallery of Distinction; the first time siblings entered into the Gallery simultaneously.

2013 after a very competitive bidding process Carmen's secures the rights to operate the Hamilton Convention Centre and later host the 2015 Juno Awards Dinner Gala. Carmen's also welcomed Tony Bennett to Hamilton; an event that raised \$50,000 for the Diabetes Association.

2015 not only brought the Juno Awards, but it also brought forth the Rise! The rise of a new era for Carmen's with the formation of Carmen's Group and Peter Mercanti officially turning over the Carmen's business to his sons PJ and Joey. But Peter was not out of the game, with Carmen's in good hands Peter is able to focus on his other passion "Mama Yolanda's Lasagna", the same recipe that Peter's Mama used to make in Italy, the same recipe introduced to Hamilton at Carmen's Bakery and served time and time again at Carmen's Banquet and Convention Centre and many off premise catering events. The same lasagna that Al Pacino raved about and took home with him after his visit in 2010.

You may ask why Lasagna? It is very simple really. While travelling in Italy one year, Peter realized that the lasagna was never consistent throughout the land, he could not find anything like what his mama used to make, thus the birth of an idea, a dream that has come to fruition.

Mama Yolanda's is located at 60 Harlowe Road, Unit 10 Hamilton here they produce Mama Yolanda's Lasagna and distribute to their ever growing Retail Partners. Lococo's at Nebo Road Hamilton was Mama Yolanda's first Retail Partner and from there they have expanded to the East Hamilton, Niagara Falls and Brantford Lococo's locations, Nardini Specialties, Bennett's Apples & Cider, Farmer Al's, Picone Fine Foods, the Punch Bowl Market & Bakery and several Foodland locations. The dream does not stop here, Peter along with the support of his Executive Director JC

Campos and Executive Chef Steven Rydtzschko have designed and are building a state of the art energy efficient factory which will be located on Ditton Drive Hamilton. The goal is to manufacture lasagna products for wholesale distribution in a CFIA regulated facility so we can introduce the World to Mama Yolanda's. The architectural design of the new building can be found at www.pmh-inc.ca – the newly developed website for Peter Mercanti Holdings Inc.

"My life has been a journey of memories. I have been challenged by many obstacles, financially, physically, emotionally and mentally. I have overcome many by the help of GOD. I have always tried to be kind and friendly at every phase, even though it was never ever enough. Over all, I've been very Happy, Positive, Joyful and Blessed. In the final analysis "It's between ME and GOD!!"

Make Tonight Lasagna Night!

Make Mama Yolanda's Gourmet Lasagna the Main Attraction for Lasagna Night this Week.

Beautifully handmade with a recipe that dates back seven generations. Treat your family and friends with a meal that's tasty, filling and memorable. This frozen lasagna comes out of your oven deliciously stacked and tasting like Mama spent all day in your kitchen making it.

Mama Yolanda's Lasagna is a mouthwatering masterpiece; lovingly created with hearty ingredients. So now the only question is... What night of the week will be your Lasagna Night? How about tonight? Available at all these fine locations:

